VISUAL IDENTITY DESIGN BRANDING FOR TOURISM
DISTRICT SUMENEP

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Abstract

In the process of branding a region of the visual identity became too important aspects before nentinya form continued with a campaign. Some regions (states, provinces, cities) have done this, say Indonesia, Malaysia, Bali, DKI Jakarta, Solo. One important goal of branding is to establish an image and the visual aspect is one of the main points in the image formation.

Image formation can be done with the programs planned by the local entity (in this case Sumenep), service / service and aided by the media of visual form. Logo and visual system are mutually sustaining a very valuable asset. In an era like today where a variety of media are often used in combination with business strategy, the logo is no longer just a simple symbol or symbols.

The concept of visual identity formation Sumenep not far from what is typical, everyday life and local culture. Sumenep as the only surviving royal palace in East Java has a long history, it became the basis for further thought into the concept of identity Sumenep.

Keywords : Culture, Friendly, Simplicity, Natural